

PAOC Distance Learning Study Guide

Module: PA Use of the Web

This study guide is designed to help you organize and retain the information presented in this module. We encourage you to take notes as you proceed through the succeeding lessons, and to refer to them before you take the on-line examination on this material.

Lesson 1: Internet Tools for the PAO

Describe how the PAO uses the internet:



Describe internet capabilities for:

▶ Post news stories

▶ Search

▶ Research

▶ Transfer files

Explain responsibilities for evaluating internet information:



Discuss copyright and Fair Use of internet materials:

▶ Copyright

▶ Fair Use

Additional notes:

Lesson 2: Web Site Communications Plan

Describe the public affairs (RPIE) process:

- ▶ R
- ▶ P
- ▶ I
- ▶ E

Explain the steps in developing a web site communications plan:

- ▶ Research

- ▶ Plan
 - ▶ purpose
 - ▶ situation/need
 - ▶ goals & objectives
 - ▶ audience(s)
 - ▶ themes & messages
 - ▶ strategies & tactics

- ▶ Implement
 - ▶ perform the work
 - ▶ ensure DoD / service compliance
 - ▶ promote the site

- ▶ Evaluate
 - ▶ technical performance
 - ▶ content & design quality
 - ▶ success in meeting goals

Additional notes:

Lesson 3: Web Site Requirements

Describe the structure and function of the Internet:



Discuss hardware requirements for web site:



Discuss infrastructure requirements for web site:



Explain these terms:

- ISP
- IP address
- Web server
- Server name
- DNS
- URL
- Browser
- Web page
- HTML
- Port
- Email
- Proxy server
- PSN
- Firewall
- Router
- Cookie

Additional notes:

Lesson 4: Authoring and Design

Describe basic web site / page design techniques:



Considerations for selecting web content include:



Describe recommended web site content options:



Describe web site organization & structure:



Define these terms:

- web site
- web page
- site map

Explain web page layout and requirements:

- ▶ Headings
- ▶ Body
- ▶ Footer

Describe web site accessibility / Section 508 requirements:



Web site design blunders include:



Additional notes:

Lesson 5: Web Site Reviews

Describe security review:



Describe proprietary information review:



Describe sensitive information review:



Compliance with DoD and service web policies includes:



Additional notes: